

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Dwight A. Merriman et al. Art Unit : 3688  
Serial No. : 10/082,069 Examiner : Donald Champagne  
Filed : February 26, 2002 Conf. No. : 8044  
Title : NETWORK FOR DISTRIBUTION OF RE-TARGETED ADVERTISING

**Mail Stop Amendment**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF JUNE 12, 2008

Please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims that begin on page 2 of this paper.

**Remarks** begin on page 11 of this paper.

**CERTIFICATE OF MAILING BY EFS-WEB FILING**

I hereby certify that this paper was filed with the United States Patent and Trademark Office using the EFS -WEB system on this date: November 11, 2008